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A PRIMER ON - - - JOURNALISM

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V. BALASUBRAMANYAM

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A PRIMER ON JOURNALISM

BY

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Formerly Editor "Indian Legislature"
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OFFICE OF THE REGISTRAR
25 MAR 1927
MADRAS

With an Introduction from
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MEMBER, LEGISLATIVE ASSEMBLY

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MR. H. M. KHAJURINA

PRESIDENT, PARSI INSTITUTE

KARACHI

DEDICATED

TO

MR. H. M. KHAJURINA

PRESIDENT, PARSI INSTITUTE

KARACHI

AS A TOKEN OF LOVE

REGARD

AND

AFFECTION

BY THE AUTHOR.

A FOREWORD.

AS civilisation advances Journalism will play an important role in the political, social and scientific worlds. No citizen or philosopher can be without being a newspaper reader. A high moral tone is very essential and an impartiality of what is expected in the highest tribunal of the realm should be the basic foundation of journalism. It is journalism that sits in judgment over the motives and actions of the highest personages and the administration whether judicial or executive or eccleciastical. Any literature on journalism is welcome and the journalistic career should attract the best mental and moral energy of the land. The primer that Mr. V. Balasubramanyam has compiled is one that can profitably be pursued by those who want to enter the Journalistic career. The author has touched upon the salient points in journalism and has also given a brief sketch of some of the important newspapers and their policy. This hand-book is but a small beginning in journalism and it is hoped that more literature on the subject will be forthcoming. Every endeavour should be made to attract the best talents of the country to this most patriotic and most useful enterprise and train them in the best atmosphere possible.

"Vasudeva Vilas,"
SRIRANGAM.

K. V. RANGASWAMY IYENGAR,
Member, Legislative Assembly.

PREFACE.

THIS small book is chiefly intended for those who have a craving for writing to the press. My only aim has been to present some phases of the present day Journalism and I do not know how far I have succeeded in that attempt. If this little book should meet in some measure the wants of those for whom it is intended I will feel amply repaid for my labour. With immense pleasure I have dedicated this work to Mr. H. M. Khajurina, President, Parsi Institute, Karachi, who is a prince among philanthropists. He is the first Parsi Volunteer in Sind to receive the Long Service Medal which was awarded in 1913. I entertain a high regard and affection for him and that has prompted me to dedicate this book to him. I am glad to acknowledge that Mr. K. V. Rengaswamy Aiyengar, M. L. A., has laid me under a deep debt of gratitude in responding readily to writing an introduction to a book of such modest aims. I thank my journalist friend, Mr. A. R. Rajagopalan for some of his suggestions. In conclusion I offer my sincere thanks to Mr. T. K. Rajagopalan, Proprietor, Jananukoola Press for the neat execution of this work for which his press is well known.

22—1—27. V. BALASUBRAMANYAM.

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A PRIMER ON JOURNALISM

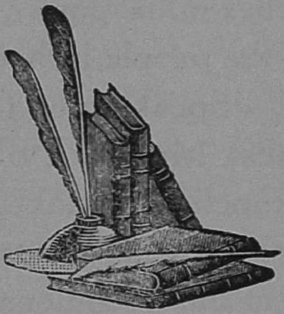
CHAPTER I.

IMPORTANCE OF NEWSPAPERS.

BEFORE the birth of any newspaper in India the market-place, coffee-house or any other place of public resort was the main centre for collection and diffusion of news and it was in these places that gossip on all subjects would be exchanged. Now the newspapers quench the thirst of those who have a craving for news and newspapers supply a human want which is instinctive and at the same time irresisitible. The newspaper is the invisible friend of all and is the source of the life-blood of the civilized world. It has been the generous giver of knowledge-religious scientific and artistic; it has been the instrument of truth, liberty and freedom. It has really added

to life comfort, recreation and refinement. Without the newspapers the modern world is poor and the press is an unavoidable part of corporate life. Among the latest developments there is not one that has been at once so enormous in extent and so-far reaching in its influence as the progress of modern newspapers and the sudden growth of newspapers in India and elsewhere is really a matter of great wonder. The newspaper plays a considerable part in the daily life of the average man or woman. It indeed forms the sole intellectual pabulum of vast numbers of readers. It is the poor man's encyclopaedia and there is no phase of life which the newspaper leaves untouched. "It panders to the lowest instincts of a sensation-loving public, it soars into the high regions of divinity and philosophy, it discourses learnedly about science and art and literature, it gives racing 'tips', it is a momentary microcosm of the world." The press has risen throughout the world in its status. A noble profession like a noble family always realises that it has certain traditions to preserve, certain honour to maintain and the press in most countries has attained a position which is rightly envied and has become a valuable accessory to Governments and statesmen. Newspapers are highly essential

to public men, for without newspapers public men would not be public. The power of the press is acknowledged on all hands to be growing greater and greater every year, spreading its influence wider and wider. The newspaper, while it exists to safeguard public rights and liberties, is also interested in maintaining the power and prestige of the country and this can be done by the patriotic support it is able to give to those who are entrusted with the responsibility.



CHAPTER II.

FUNCTIONS OF JOURNALISM.

A NEWSPAPER is in reality history as it is made day by day. What is history but a storage of important events, of the names of kings, the battles they fought and the good or evil that they wrought? As a distinguished journalist observed, the difference between history and newspaper is that while history finds a prominent place in libraries and is carefully kept, the newspaper finds its way to the grocer and the hawker of waste-paper. The chief function of the press is to do all that lies in its power to help better the condition of the people in harmony with the laws of the land. Speaking on the subject that eminent journalist Mr. A. J. Blair observed:—"What is their function? I take it that it is to keep people in touch with events—to break down to a certain extent the limitations of time, space and circumstance which hedge in the individual and prevent him from widening his experience. Thus a regular reader of the daily newspaper is kept more or less acquainted with the leading events, not merely in his own country but all

over the world. In course of time he begins to be conscious however dimly of the unity that underlies the vast diversities of race, climate, social and political conditions, religion, education which we see in mankind at large. Such a man is divided by whole continents of thought from those of his contemporaries who have not this advantage. They remain chained to the tread-mill of their daily tasks, their eyes fixed upon the ground, unable and perhaps unwilling to lift their thoughts above the petty concerns of themselves and their immediate neighbours. Newspaper may thus be said to constitute a great educative influence. They broaden man's outlook and help to unify the race." The widest sympathy, the espousing of the cause of the weak against the strong, the defence of liberty—these should be the guiding and cardinal principles of a newspaper. Newspapers are chiefly intended to make men better, not to demoralise them. Its no less important duty is to help the rulers in properly administering the affairs of the country, interpreting the views and sentiments of the people with that end in view. The international politics of the world is mainly under the control of foreign ministers and ambassadors on one side and of newspapers and their

correspondents on the other side. If both these direct their influence towards peace and good-will and their efforts towards understanding each other better, ill-will between nations will be very much less. As Sir Edward Gray once said, nine tenths of the differences between nations would disappear if there was on each side a firm conviction that there was good-will on the part of each nation towards the other. The press in each country can certainly help in promoting this good-will by refraining from spreading suspicion, not based on knowledge, by trying to understand the other's point of view as it understands its own. In a special contribution to the *Nation* and *Athenaeum* that prince of journalists Mr. A. G. Gardiner writes:— "There is hardly a household in the country which is not penetrated by this power in one of its multitude of incarnations. It has become a new estate of the realm. Its control over the mob-mind is unlike any power that has ever been wielded by dictators in the past. It is as impalpable as the air and as invulnerable to attack as poison gas. There are those who foolishly deny the influence of this great engine of opinion and declare that though they read the Rowthermore press for their amusement, they are unaffected by the

atmosphere they breathe. The power of manipulating the news supply of a nation, of dictating what the people shall know and what they shall not know, of canalising thought and feeling in a given direction, of suppressing this fact and giving false emphasis to that, is the greatest power that is exercised in secular affairs." A newspaper performs the functions of a teacher in all important concerns of life, political, moral, social, literary or religious. It helps us to form opinions on all subjects and teaches us the expressions in which they may best be clothed. Immense is the power which a newspaper wields over the thoughts and actions of its readers. Even administrations are made and unmade at its orders. It is instrumental in bringing into fashion new systems of philosophy. In brief the newspapers are powerful enough to shape and mould every concern of life.

CHAPTER III.

JOURNALISM IN INDIA.

IN western countries journalism is one of the most lucrative of professions and it serves as a good training ground for the future politicians of the west. But in India the field of journalism is not so much promising as it ought to be. The rich class generally do not care for it and they are quite indifferent to what takes place outside. They are endowed with all necessaries and luxuries and they think very little of their surroundings. The middle class of people have a good mind to. encourage journalism; but they are not favoured with fortune. The last class is ignorant of what goes on in the world. So journalism in India is yet in an infant stage and its manifold functions have not been properly understood. The conservative spirit and the indifferent attitude of the public are the reasons for the present state of journalism here. While all the countries in the west have considerably realised the undisputed authority of journalism, it is really highly deplorable to record in this land of learning the sluggishness of journalism. A distinguished

publicist observes :—"It is needless to state that journalism has led the way to some to statesmanship, on others it has conferred deathless merit which is likely to survive to the appreciation of the coming generation. The finest of English journalists are some of them novelists who have led the way by the creation of new types with old materials as Dickens; some among them are the liveliest of prose writers. It is needless to mention the name of Lord Morley whose journalistic career led him into practical politics and to a seat in the ministerial benches. The veteran soldier of journalism who is a born journalist worthily fulfilled the high calling. Mr. Stead, one of the ablest of journalists, is an example for our young men, for the ungrudging labour and inexhaustible fund of energy that he exhibited towards the betterment of humanity. It is a noted fact that the extent and the quality of the English press reveal to us its dignity and importance. The undoubted medium to concentrate the progress of the world, journalism serves the preacher in pulpit to lead his sheep and the politician on the platform to bring round his constituency. It is unnecessary to mention that English journalism maintains a very high place in the kingdom of letters." Journalism in England has advanced

with electric speed and has gained an enviable place in their modern requirements. India is slowly waking up from its lethargy and it may take a very long time for India to come in line with the foreign countries so far as journalism is concerned. Generally a Newspaper is dependant on two sources of income *viz.*, one from the sale proceeds of the paper and another from the income derived from the advertisements. But in India income from these two sources is miserably low. In this country only five per cent of the population receives education and of this five per cent very few take delight in going through the papers. Lala Lajput Rai very humourously observed in a contribution to the *Modern Review*:– "So the circle of readers is necessarily small. Besides the Indians have a vicious habit of reading books or papers purchased by others even though they have the means to make their own purchases." There is a good deal of truth in this statement. This vicious habit has gained a firm footing in India and let us emulate the good example set by the people in England who will live without fine dress or other facilities requisite to their comfort, but without newspapers they will never be. Their minds are trained to know the daily course of human life in all parts

of the world. Even a poor labourer in England will not fail to effect a saving from his daily wages mainly for purchasing a paper in the evening when he returns home after the day's toil. They consider it beneath their dignity to read papers purchased by others. Unless this kind of spirit comes in India Indian newspapers cannot thrive well. Moreover the press in India cannot be developed without a much greater development of Indian industries. Newspapers cannot live on the profit of their sales. It is only the advertisements that form the profit of the newspapers. "Big manufactures, developed industries, high-class business alone can advertise on terms which make it possible for the newspapers to sell cheap and extend their circulation and influence." But in India the advertisers who can afford to pay big sums of money for their advertisements are extremely few and newspaper concerns are bound to fail if they have no good support from the subscribers and the advertisers. The case in India is that people who seriously read the newspapers and the advertisers who have enough big advertisements to give to the papers are very few and this accounts for the failure of many a newspaper in this land.

CHAPTER IV.

JOURNALISM FOR YOUNG MEN.

A STORY goes that one of the Dukes of Norfolk hearing that some of his relatives were not only known to him, but in need too, issued a general invitation to all who could claim kinship with the Howards, requesting them to meet him on a particular day when he would be glad to give them an entertainment and consider their cases. On that day as far as eyes could see a motley jumble of landaus, barouches, dog-carts and wheel-barrows were making their way quickly to the Duke's castle. Instantly the butler ran to the Duke to inform him of the arrival of these men. A foot close to the window at which the Duke stood, some impudent fellows whose features resembling that of Bardolph began a loud wrangle for priority into the castle proclaiming them of the Hebrew persuasion. This story aptly illustrates the present state of journalism in India. Journalism counts among its members people like those who had the impudence to claim kinship with the Howards. In India journalism like law has a certain glamour

to our young men, who have but judged journalistic life and profession purely by the outward signs of power and influence. But one who recommends it as a profession ought to point out the inner reality which is somewhat obscured by the glamour. Journalism is a very limited field and is practically confined to a few daily journals. With the field so limited it is obvious that many young men connot hope to find an opening in journalism and the height to which they can rise is rarely high. So journalism requires a few and these few must be the best. There is a notion prevalent among those who wish to enter the journalistic profession that it requires no previous study or preparation. But this is a mistake. A young man going into a newspaper office can be of little or no service if he has not had some previous equipment. Many young men, though they may not possess any academical qualifiactions may take to journalism; and with patience can attain proficiency and success. A general education of a pretty high standard such as is given in our colleges and tested by the B. A. degree examination will be a very good foundation for a highly intelligent young man. If he has graduated in history and economics that foundation will be better. But

this has to be supplemented largely by a study of modern history and economics, of the existing system of administration, of agriculture and industries and of the social conditions of the people. In addition to all these, a study of law of the principles of jurisprudence is highly useful in the practical duties of journalism. Precision, perspicuity and force are the essentials in newspaper writing. This he must cultivate for himself by constantly reading such authors and newspapers as are reputed for their excellence and as interest him and appeal to him. Then he must acquire a good knowledge of history, particularly modern history. The history of India from the British period specially since the Charter Act of 1813 must be studied comprehensively; it should include all parliamentary legislation affecting India the different parliamentary enquiries, the constitutional changes and reforms. Then there is the history of England particularly from the Reform Act of 1832 and the history of Modern Europe also commencing from about the middle of the last century. Of economics the study cannot be confined to Europe, but must be varied to suit the conditions of India, since all principles applied in the West cannot be wholly applied to this country. A man who has not a very high

standard of capacity in him and who does not possess the required aptitude will do far better in some other sphere than in journalism. Honesty is the next essential qualification for a journalist. A journalist in the honest performance of his duty may make mistakes, may act unfairly towards some, may express opinions which are not sound. His judgment may likely to err as that of any other. But if prejudice and low considerations of any kind have not influenced him, his errors whatever they may be will not impair his influence or his power. The honest man has his reward in every position and sphere of life. And if a journalist is honest and true in expressing his opinions there is no fear either of his discrediting the press or himself. Honesty stands the full glare of public attention. British journalism has reached a level of efficiency and moral prestige which make it impossible for anybody to degrade it; and if a journalist descends below the accepted standard then he loses public support and esteem as rapidly as the politician who acts in disregard of public opinion. A journalist should be as careful to respect the opinion of the public as to avoid showing excessive servility to the opinions of others; for excessive servility of that kind

entails not only loss of influence, but even contempt. Mr. A. J. Blair speaking of the honesty of journalists said: "The first advice I would give to the would-be journalists is to be honest. That is a difficult task in most walks of life, but especially in journalism. Friend and foe combine to tempt the journalist into compromising with truth. The friend appeals to his friendship to keep out certain matters which ought to go in, or to put in certain matter which would be very much better left out. The foe threatens him with all manner of penalties if he dares to do what he conceives to be his duty. Then there is the most insiduous temptation to write simply because there is so much space to be filled and only a limited time to fill it in. At such times the temptation is strong upon us to write things which we don't perhaps really mean. Resist the temptation whenever you encounter it. Be above all things sincere. It is better to write nothing at all than to write anything which you do not really mean." Character, ability to distinguish between what is fundamentally right and what wrong, a fund of human sympathy and fearlessness in following the lead of an informed conscience—these are the truly indispensable qualifications for journalism.

CHAPTER V.

THE EDITOR

THE head of the literary department of a newspaper is the editor and in the words of a distinguished publicist, he resembles that of a commander-in-chief of an army. The work of the editor is very responsible and often anxious. He is legally and morally responsible for every word that appears in the paper, though it is impossible for one man to see to everything for the printing and publishing of which he is held by law and public opinion to be responsible. Mistakes are often made and it is impossible to avoid mistakes altogether in printing a big daily journal. The work of the day which has to be compressed within a certain number of hours, imposes a heavy strain. In a newspaper office every minute is precious to the editor and he does not know what news the next minute brings. It may be a telegram announcing some important measures of the government, the death of a prominent man or a budget and as soon as such important news comes to the newspaper office the editor is expected to comment a good

deal on them. The time to deliberate on important subjects may be very short, but within the short time at the disposal of an editor, he should form his own opinions and put everything in black and white. When once he forms an opinion on the subject on no account should it be changed. Every newspaper has a prestige to maintain and it will certainly not conduce to its prestige if it changes its opinions everyday on the same set of facts. The editor, if once he forms an opinion, should adhere to it; and therefore it is important that it must be well considered before he expresses it within the shortest time. Quickness of judgment is an essential virtue in an editor. He will have to trust in himself and god for inspiration, for wisdom and for right judgment. A good account of the work done by the editor is given thus:— "He writes as the boy waits. Sheet after sheet goes to the printer. The whole thing is printed and placed before you in proof. You revise and send it down and then it goes into the paper as you have passed it and gets beyond your jurisdiction. Though the work is done the anxiety is not over. You reflect over what you have written and you think you might have used a different word there, a different phrase here,

a different line of argument in another place. You realise that something might offend certain susceptibilties, that some expressions might have been happier, that some word might not appear to be in perfect good taste. These are but instances of what might trouble you after your day's work is over, after you have slept in the night and risen in the morning." The worries of journalistic life are always very great and the editor has enough to severely try his mind and health and one might easily break down under the strain which the work imposes. Success as an editor depends largely on the possession of a series of qualities, principal among them being some faculty for writing picturesque and snap-shot english, an extensive knowledge of politics, sport, art, literature and drama, untiring industry, indefatiguable persistence and resource and a temperament of unfailing optimism.

CHAPTER VI.

THE SUB-EDITOR.

THE work of a sub-editor is not in any way less onerous or responsible than the editor. In some respects it is even more. He has to edit news, and telegrams, reports of public meetings, law courts, etc. He has also much to do with scissors and paste. The genius of a sub-editor will go a great way in the attractive presentation of news, in furnishing to the readers the largest number of items within the smallest space, by summarising and even by rewriting what others have written. He has also to write notes and paragraphs. The sub-editor has also to keep a vigilant eye on contemporary newspapers in order that no important news may escape his attention. If he wishes to become an editor in course of time he must be writing leading articles also so that he may gain experience and benefit much by the corrections of the editor. In England sub-editors are given good opportunities for qualifying as writers of leaders and special articles and after a very short experience they may find themselves made editors. In this manner they will acquire a good

deal of experience, but it is first necessary that they should master as early as possible current politics which present intricate problems. A sub-editor should be particularly careful about libel and he should exercise great care in excluding libellous matter and also in verifying doubtful news before giving his decision for publication. The restraint which the law of libel places on the publication of news and comments gives the right clue to the sub-editor as regards his functions. He has almost unlimited freedom of comment and truth is a justification for every thing, subject to the important limitation that the publication of, or comment upon, truth must be in public interests. The sub-editor should be very careful as to delete news which does not concern public interests. The weapon of a sub-editor is his blue pencil and he has got every power to strike out the portion that seems to him to be statements in bad taste. Very often he may have to summarise the long reports of the correspondents and without a keen and quick intelligence and without a good command of the language, he will drag on his work without seeing the end. So a previous apprenticeship in a newspaper office is highly essential before one undertakes the duties of a sub-editor; and an editor will

naturally like to allow opportunities for training to men who have the required talent, capacity and aptitude for the work. In a big newspaper office though different sub-editors write articles, the editor harmonises the whole to a certain uniformity in style, tone, and policy so that the readers may not discover any difference between one article and another and think that they have been written by one and the same person. That means that those sub-editorswho write occasional leading articles must have the capacity to rise to one level. So the staff of sub-editors is maintained in order to ensure perfect continuity. If four or five men are engaged in making the paper all of them become accustomed to its style and policy and when the editor dies or goes away one of his sub-editors takes his place and in his place another comes in and acquires his style of writing, his manner of treating topics and his method of work. The *Times* of London may be cited as a very good example of continuity in journalism. In order to ensure continuity of policy there should be a good deal of intellectual sympathy between the editor and the sub-editors. The sub-editors are the main-stay of a newspaper and the success of a paper lies in their hands.

CHAPTER VII.

CORRESPONDENTS.

ALL newspapers have their own reporters or correspondents whose duty is to attend public meetings, law courts and other social functions and to give a good account of the events of all kinds in which the public are interested. To attain success as an editor a young man should qualify himself as a correspondent first and the knowledge he has gained in politics and other problems may carry him very far. In his career as a reporter he will find in his work the opening for acquiring a good deal of knowledge and experience for a successful career in life. Shorthand is imperatively necessary for a reporter and his skill in shorthand should be such as to take long speeches in shorthand at a fairly high speed and also to transcribe them into longhand with accuracy. Continuous and steady practice is required to report public meetings accurately and the reporter should take great pains to cultivate absolute accuracy in taking notes and also transcribing them. Mere knowledge of shorthand alone will not enable one to become a good

reporter; but he should be thoroughly acquainted with the various problems of the day and he should be a regular reader of all prominent newspapers. Good shorthand, typewriting, the power of compression, clearness of thought—all these are highly useful. He should have the ability to write good descriptive notes and this he can acquire only gradually. It is only by long experience that he can be able to become master of that art and from the very beginning the reporter should bestow a good deal of attention and thought to acquire skill for good descriptive and narrative journalistic effort. The main qualification for descriptive work is the ability to write english correctly. The language should be picturesque and unnecessary matter should be omitted. There should be no repetition since it will prove tedious to the readers and even big reports should prove interesting reading. Besides reporting political meetings the correspondent will be called upon to interview prominent people at times to get their views on important problems of the day. The first step in interviewing is to obtain the consent of the gentleman to be interviewed by the correspondent and this can be done by writing to him previously or by calling on him at

a convenient hour. No correspondent should attempt any important interview without any preparation. Such a preparation should take the form of discovering all he can regarding the person he proposes to interview. He should perfectly acquaint himself with the matter on which the conversation is to take place and he should prepare a number of questions to ask the person. A writer observed :—"Set questions cannot always he put, because the answers of the persons interviewed may render some of them either inopportune or needless. Other questions will occur to the interviewer which he will desire to put instead and ready resource in doing this is one of the most valuable attainments which he can possess". On such occasions shorthand is highly necessary to a reporter since when interviewing the person the verbatim report of the interview should be published. There are journalists who reproduce the substance of the interview without any shorthand notes. But the interview should be in the words of the interviewer and the assistance of a good memory alone will not enable a journalist to reproduce the very words of what transpires at the interview. In his valuable book on 'Practical journalism' Mr. Alfred Baker says :—"We have already

mentioned the necessity for tact; it is sometimes needful to exercise patience and self-restraint in dealing with the person interviewed. And much depends on securing an interview in suitable environment. In his own particular sanctum and enjoying his favourite 'smoke' an interviewed person will often tell a far better story than in unfamiliar surroundings. We remember on one occasion being at the pains to board a vessel in the channel on which a distinguished Englishman was returning to his native land after valuable experiences in our self-governing colonies. When approached in his cabin he was so irascible and expressed himself so freely on the subject of inopportune newspaper enterprise, that the prospect of any interview at all for publication appeared remote; but an hour later, when seated in a smoking room of an hotel on shore and surrounded by congenial friends, this gentleman, while puffing his familiar 'briar', furnished an admirable interview, which was widely copied by various newspapers after its appearance in the journal to which it was contributed. This anecdote will serve to illustrate one of the special difficulties of interviewing. In order to be successful the interviewer himself must be gifted with ready resource and strenographic skill above

the average. He needs to be able to take notes and watch his subject at the same time. He must possess a ready eye for taking in surroundings and literary skill for conveying a pen-picture of the scene of the interview." Summary reporting is more difficult than verbatim reporting. It is a difficult art and unless the reporter has a very good command of the medium through which he is reporting he would not be able to produce an accurate impression of what has been said and he should also report the feeling with which an audience receives an address. A reporter should possess general knowledge, general enough for him to find his bearings during a discourse and not feel altogether lost. He must have a good knowledge of whatever is the medium in which he is operating. No reporter of a newspaper has the right to interpret somebody else too much according to his own wishes and prejudices. Honesty, candour, and a love of truth are the essential qualities for an ideal reporter. So long as honesty and truth are guaranteed to the best ability of the reporter other errors and mistakes must necessarily be excused. The press reporters are rightly called the advance guard of journalism.

CHAPTER VIII.

HOW TO WRITE AN EDITORIAL?

THE leader-writer occupies a prominent place in the journalistic world and it may be said of him that he leads public opinion. In some papers the editor himself contributes leading articles and in many newspapers there are some leader-writers attached to the literary staff whose duty is to watch the trend of events and write editorials for their journals. Special subjects of importance are always contributed by leader-writers who are said to be specialised in intricate problems. A leader-writer should be a man of extraordinary ability and without exceptional qualifications ordinary journalists cannot hope to succeed as good leader-writers. M. Veuillot, a distinguished French journalist observed:—"The talent of the journalist consists in promptitude, in the flashing stroke; above all in clearness. He has only a sheet of paper and an hour to state his case, to best his adversary and to give his judgment; if he says a word that does not go straight to its mark, if he uses a phrase that his reader does not seize in an instant then he does

not understand his trade. Let him be rapid, let him be precise, let him be simple. The pen of the journalist has all the priveleges of free, bold conversation: he ought to use them. But no display; and let him above all keep clear of all effort after eloquence". A leader is supposed to be the daily bread of the readers and so in writing leading articles for a daily paper a leader-writer must make them interesting reading. He should always aim at a certain homeliness and simplicity which is very sparing of ornament or tricks of style and if the latter is not judiciously used, it will weary the readers soon. Even in dealing with problems which require a leader-writer to take an extreme view, the language should be very moderate. The greatest of all pit-falls that beset him is the temptation to be venomous. It is true that the fight about public questions of vital importance should be fought with gloves off. But on such occasions moderation in tone and style should be observed in the leading articles. Violent and polemical writing will never appeal to the large circle of readers though a few may encourage it in public controversies. The leader-writer may be as forcible as he can on important occasions, but he should never be anything else. If he wishes to exercise influence it is necessary to

begin by exercising it over himself and his methods. A leader-writer should see that his views are vividly presented to the readers. We are all familiar with the politicians who become intellectually demoralised through the use of catch-words. In the case of the politicians these catch-words may appeal to the audience at least for the time-being, but in the case of leader-writers, if the same sets of words are used in leaders again and again then the numerous readers will soon be tired of them and the journal will naturally cease to be popular. If the leader-writer becomes accustomed to the use of mere catch-words then he becomes incapable of clear thinking or expression. Stimulated passion is a very bad thing if he is trying to get into his words a fire that is not burning inside him. In the course of an interesting lecture Mr. J. A. Spender, Editor of *Westminister Gazette* said:—
"Then don't try to exhaust yourself or your subject in one article. Make your article complete within its limits, but always, if you can leave the reader the sense of something in reserve, something which you will develop next day or as the debate goes forward. On all great subjects you will have to write a hundred, perhaps a thousand, leading articles; you will approach

them from a hundred, perhaps a thousand different angles of vision according to the exigencies of the day. Your work is and ought to be ephemeral. Your reader will not give you concentrated attention and respect that he will pay to the immortals; he will read you loosely and quickly and you must not give him indigestion. There are some people who think that what is read lightly and quickly may be written hastily and without thought. The very contrary is the truth. To catch the reader on the wing and make him stop and think is a great art which calls for a high degree of skill and thought. But the writing which is to do this must not be too condensed or overladen with fact and argument. It must be open and clear and have a certain rapidity of movement to correspond with the reader's mood". There is no royal way to success in this field. Advancement can be achieved gradually by sheer industry and application.

CHAPTER IX.

FREE-LANCE JOURNALISM.

IN the field of journalism there is a class of men by name free-lance journalists, who, though not attached to any particular newspaper, earn a good living by discharging their duties to the entire satisfaction of the editors and newspaper proprietors who engage them. The services of a free-lance journalist is availed of by the editor when only there is more work to do than the staff can cope with. The free-lance journalist should be an all-round man and his most important virtue is his absolute reliability. If he proves unreliable once by shirking of his duty then his services will never be utilised by the editors. The aim of these free-lance journalists is to secure the insertion of their copy in the papers. There is a good deal of competition between free-lance journalists and this leads to highly coloured reports of news which are not of public importance. In view of this the sub-editors make careful enquiries regarding the occurrences. Every journal has a number of free-lance journalists from among whom it makes a selection

for doing a commission for that paper and if one has been known to the editor as a man satisfying his standard of requirement he will naturally go in for him. To find favour with an editor, a free-lance journalist should study his paper and understand his policy and tone. These free-lance journalists who are engaged by the newspapers to do duty at out-stations are usually supplied with books of press telegrams and the expense of telegraphing is borne by the newspapers. The news forwarded in accordance with the requirements and regulations of the newspapers are paid for at their usual rates. He should have the power of observation; ability to describe what he observes in direct language that will attract and hold the attention of the reader; the art of grasping the important points in a speech or the leading features of an incident; a good education and also of knowing every branch of knowledge as much as possible. He must have also practical knowledge of life and courage and if he possesses all these qualities the free-lance journalist can very well succeed in life. He should be prepared in addition to the ordinary qualities, to face hard work and disappointments. He must have a sense of duty and devotion.

CHAPTER X.

REVIEWING.

THE Rt. Hon'ble Augustine Birrel, M.P. in his book on 'The Critical Faculty' writes:– "A reviewer of books is a person with views and opinions of his own about life and literature, science and art, fashion, style and fancy, which he applies ruthlessly or pleasantly, dogmatically or suggestively, ironically or plainly, as his humour prompts or his method dictates, to books written by somebody else. The two notes of the critic are sympathy and knowledge. Sympathy and knowledge must go hand in hand through the field of criticism. As neither sympathy nor knowledge can ever be complete the perfect critic is an impossibility. It is hard for a reviewer to help being ignorant, but he need never be a hypocrite. Knowledge certainly seems of the very essence of good criticism and yet judging is more than knowing, taste, delicacy, discrimination—unless the critic has some of these, he is naught. Even knowledge and sympathy must own a master. That master is sanity. Let sanity for ever sit enthroned in the

critic's armchair." A reviewer in England is no mean factor in literary activity and he carries on a roaring trade and his verdict is seldom set aside, however individual authors may cavil at him and his craft. He has in him the making or the marring of an author and a busy world which has hardly any leisure to decide for itself what particular tone it shall patronise in a season is willing to be dictated to by the professional critic and abide by his choice. Today authors whose primary desire is to sell their works cannot afford to ignore the reviewer. Every one is not a Chesterton and even he has to a certain extent depend upon that mysterious personage, the reviewer, who is not unknown for his eccentricities. That eminent poet Wordsworth did not like the idea of having his productions sent to the reviewers and when questioned about it he said:- "You will perhaps have thought that I was splenetic in insisting upon this volume not being sent to the reviewers. It is a thing which I exceedingly dislike, as done seemingly to propitiate. If any work comes from an author of distinction, they will be sure to get hold of it, if they think it would serve their purpose to do so. If they be inclined to speak well of it, either from its own merits or their own

good opinion of the author in general, sending the book is superfluous; and if they are hostile it would only gratify the editor's or the reviewer's vanity and set an edge upon his malice". This occurred in 1842 and we fear there must have been some reason for Wordsworth's aversion to be reviewed. The situation is now changed. The most venemous critic cannot expect to send anybody to his grave by his fulminations. The reviewer has developed into a civilised animal and has learnt to perfection the art of damning a work without offending the author, though he seems "not infrequently to place himself on the judgment seat with a touch of his old confidence and to sentence poor authors with sufficient airs of infalliability". The amenities of modern life would seem to demand of a reviewer a kind word on behalf of every author of a book, a copy of which is presented to him for favour of review with the author's best compliments. There is a notion prevalent that the reviewer seldom studies the books on which he is asked to sit in judgment. When books are submitted to the papers for review there is a desire on the part of each paper to publish the review first and hence the review has to be written at the shortest notice. So the

review cannot but be superficial and is very often misleading. This is a phase of modern journalism which all lovers of literature must really deplore. In the first place it encourages the output of useless books. In the second place it is taking undue advantage of the credulity of the reading public. If an honest man is the noblest work of God, an honest reviewer is certainly the noblest product of modern journalism.

CHAPTER XI.

ART OF ADVERTISING.

BUSINESS in the broad sense comprises of the two categories of production and distribution and this is based on the fundamental idea of supply and demand. Advertising has certainly done a good deal to create a market for commodities. If the market is filled with articles prices will be low and if the distribution is carried out intelligently then prices will not be very high. Press advertising is the handmaid of distribution. In those days when there was no journal to advertise the manufacturers kept on producing their articles and the prices mainly depended on mere chance. Now the value of advertising has really impressed upon the manufacturers and a manufacturer if his wares appeal to human wants and desires, need not worry about their sales. There is the weapon of advertisement and by advertising in some prominent journals he can easily sell away his goods. A manufacturer should see that his goods are sure to satisfy human desires and in that case if he goes about the problem

with perseverence he is sure of success. Dealing on the value of advertising a writer says: "Advertising creates mass sales; sales mean quantity production and through quantity production the cost of living is kept down. Advertising is making people live more intelligently, teaching people to use their own judgment in the purchase of goods, to know what they want and insist upon getting it. People learn through advertising what is sound value, what is a fair price and what adequate service is. Their ideas of living are improved. They understand better how to care for their health, how to build permanent homes, how to furnish them attractively; how to dress both for comfort and appearance and even to brush their teeth. This surely is making better citizens and a fuller life". The newspapers especially the dailies are the best medium for advertising and advertising is the most potent of all influences. Comparing the social life of the people now with their condition a hundred years ago, advertising has been a potent civilising influnce. But great care should be taken that advertising should not be used for undesirable or fraudulent purposes and that advertised goods should be good value for money. Advertising is really a boon to the

merchants who are sure to find a market for their commodities through the medium of advertising.

CHAPTER XII.

UNIVERSITIES AND JOURNALISM

IT is very gratifying to note that some universities in England and America have already included journalism in their curriculam. Special training in this field is provided for in many places and the printing business is considered as one of the best arts. The American universities attract a fairly large number of young men. At this stage when India is advancing gradually in this field of activity the Government have not initiated any scheme for a course of study and instruction for those who after graduating in arts or science, desire to qualify themselves for the practical duties of modern social and political life, and more especially for the profession of journalism. Every year a not inconsiderable percentage of graduates leave the universities either to prepare themselves for a political career or to gain a livelihood. The learned professions, the various departments of the government service and every department included in the vast sphere of scientific and technical activity

know where to find trained recruits. The only class unprovided for is that comparatively small class, consisting of young men of means and fortune, who are deeply interested in social and political problems and whose ambition and probable destiny is to enter public life and thus serve the country. The field of journalism is large and the number of young men entering it is many and yet there is no institution to prepare them for this work. Journalism is a recognised profession into which young men from all universities are yearly crowding and there is surely as much reason why institutes for advanced secondary education should prepare young men for this profession as for any other profession. Many young men have far more aptitude for this particular vocation than for any other. If by a course of instruction at a university the young men could efficiently anticipate what they have now to acquire for themselves on leaving it, and this could be guaranteed by a diploma or a certificate, a career would on leaving the university, be at once open to them. The editors will be only too glad to avail themselves of competent hands instead of worrying with the novices, on whom at present they have largely to depend. What should be taught in the colleges

of journalism? A young man must acquire a good knowledge of history, particularly modern history. In history the following general subjects may be taught in a general manner: the history of politics; the growth and development of free institutions and the causes of their decay; revolutions, reforms and changes of Government; the influence of public opinion upon all progress; legislation; taxation; moral movements; slavery and war; conflicts between capital and labour; the history of colonisation and the history of journalism. The leading principles of law should be taught in the colleges of journalism. The fundamental things–the settled principles of law–that touch closely the life and welfare of the people can surely be taught in a series of lectures by prominent lawyers aided by the standard text-books. The elements of sociology, economics, arbitration, the use of statistics—all these should be taught. The young men undergoing training should asked to cultivate different kinds of style and Mr. Joseph Pulitzer, who has founded the College of Journalism and permanently endowed it in the Columbia University gives the following reasons for it. He says:- "Yet one will not answer the manifold requirements of a newspaper. There must be a different style

for each kind of work—polemical, descriptive, analytical, literary, satirical, expository, critical, narrative—and the mind of the editor like a trained musical ear, must be able to detect every note out of place. An argumentative editorial on the tariff must not be written in the view that would be appropriate to a pathetic description of a mother's search for a lost child, nor must a satirical dissection of a politician resemble a report of a bankruptcy case." Journalism in India is growing apace and yet there is no suggestion for instituting a course of training to prepare young men for this profession. The advanced study in a university is essential and that study has to be determined with a view to the special requirements of journalism. There is no suggestion for instituting a degree in journalism, although for a large and growing field wherein many men are employed special qualification such as a degree would imply, is essential. In the absence of such a recognised qualification, young men must be admitted on the mere chance of individual aptitude and fitness. A fixed curriculam and a degree would guarantee a certain equipment. In the interests of our younger citizens, it is highly necessary that a course of instruction, essentially modern, should be provided for these

young men in order to prepare them for this dignified calling.

CHAPTER XIII.

NEWSPAPERS IN INDIA.

WE have every reason to congratulate the newspapers in India on the high efficiency they have attained in journalism. There are many prominent dailies in India like the *Hindu*, *Indian Daily Mail* and several others which can favourably be compared with many leading dailies in England. Within a very short period the Indian press has developed in a most wonderful manner. But there are two principal defects in some of the Indian newspapers which should be rectified. They are personal attacks aimed at individuals and destructive criticisms levelled against the Government. There are many newspapers which indulge in personalities and if a particular individual is not in the good grace of a newspaper then its columns are open to all for criticism against him. This is really a great defect in some of the newspapers in India. Mr. D. G. Upson, Editor of the *Observer*, Lahore wrote:—"The average Indian Journalist loves nothing better than a bitter attack on a person unless it be fulsome appreciation of one

in neither of which, however, he is always convincing. When a moderate leader-writer wishes to be particularly destructive in his criticism of the policy cherished by an extremist contemporary he will sneer at the extremist paper's editor something with amusing results.) The correspondence columns of the Indian press are almost entirely given to personalities—often palpably the product of the writer's private grudge or public jealousy. It is all very childish-often ridiculously so." As regards criticisms against the Government the newspapers should be cautious as to whether the criticisms are likely to help the Government in better administering the country. Such cheap criticisms may be of lively interest to those who take pleasure in it, but since the main object of the newspapers is to help the Government in the better administration of the country such meaningless criticisms will serve no useful purpose. We do not say that the Government do not deserve any criticism at the hands of the public, but such criticisms should be magnanimous. By offering such criticisms not based upon facts the newspapers are rendering the administration extremely difficult. They should not stand as a permanent opposition to the Government. Therefore to create a healthy

and just public opinion the newspapers should detach themselves from any passion of the hour and from a lofty judicial plane endeavour to represent what ought to be the correct attitude of any public question. In this chapter we propose also to give a historical sketch of the press in this country. In the Madras Presidency there are nine leading dailies, *viz.*, the *Madras Mail*, the *Hindu*, the *Swarajya*, the *New India*, the *Daily Express*, the *Justice*, the *Today*, the *Swadeshamitran* and the tamil *Swarajya*. The *Madras Mail* is an Anglo-Indian concern and it caters to the wants of the Anglo-Indians and Europeans. It is edited by Mr. D. Scott Bremner, a journalist of great experience. The *Hindu* has established its reputation as the organ of public opinion in the Madras Presidency and it has a fine record of service to its credit. The *Hindu* is ably edited by Mr. K. Srinivasa Iyengar B. A. the youngest of all the leading editors. The *Swarajya* is a propaganda organ and is very popular with the nationalistic section of the public. Mr. T. Prakasam, the editor of that paper is one of the leading lawyers in the Madras Presidency, but has given up his practice in order to devote his full time to public service. The *Swarajya* also publishes a tamil edition daily by that name. The *New India* is under the

editorship of that veteran lady Dr. Annie Besant. It may be said of *New India* that it was mainly responsible for bringing about a sudden thirst among the educated classes for newspaper reading. At this old age Dr. Besant is not tired of her daily work. She wields a facile pen and her paper is perhaps the most readable for its literary excellence. The *Daily Express* is also a popular daily. The *Justice* is liked by the non-brahmin community to which it is the accredited organ. It is mainly devoted to their uplift. *Today* is a pice paper consisting of 4 pages of selected matter. *Swadeshamitran* is a tamil daily ably conducted by Mr. A. Rangasamy Iyengar, a prominent member of the Swarajya party. He is one of the distinguished members of the Legislative Assembly and his paper is really educating the masses who are ignorant of English. In the mofussil there are two prominent weeklies which deserve special mention. They are the *Wednesday Review* of Trichinopoly and the *Janmabhumi* of Muslipatam. The *Wednesday Review* is a high class weekly conducted by Rao Sahib S. M. Rajaram Rao. It commands some influence as a political organ and the literary articles of which it has made a speciality have been much appreciated. It is very frank in its

criticism and is conducted on the lines of English journals. *Janmabhumi* is a fine weekly noted for its sarcastic comments and its editor, Dr. B. Pattabhisitaramayya is a good publicist. His journal is often very humorous in a gentle, winning way. It possesses a caustic humour which refreshes and invigorates the newspaper reading public. There is only one brilliant monthly which has a band of distinguished contributors. The *Indian Review* sometime age celebrated its silver jubilee and the editor, Rao Bahadur G. A. Natesan, was the recipient of numerous congratulations from eminent personages on that occasion. The journal is highly read by all. Coming to the Bombay Presidency we find the *Times of India* occupying a foremost place in the field and it is circulated among all classes. Unlike many other Anglo-Indian journals it stands for progress and liberalism in the field of politics and this accounts for its popularity. Especially the Engineering supplement of the *Times of India* is highly appreciated by many. It deals with engineering, industrial and other allied subjects. This section is in the hands of Mr. E. M. Gilbert Lodge, Engineering Editor, who edits it with customary alacrity and enthusiasm. He is a journalist of undoubted literary accomplishments, and is

exceedingly kind and courteous to the contributors. His criticisms are never harsh, but are uttered in the true spirit of helpfulness and friendliness. This supplement is widely read. It has also a weekly edition by name the *Times of India illustrated weekly.* Its excellent illustrations and original articles give it a distinct position as the only illustrated weekly in India. It provides light reading to the public who are tired of serious politics. The *Indian Daily Mail* is the property of Mr. J. B. Petit, a well known millionaire in Bombay who is noted for his philanthropic activities. Under the editorship of Mr. K. Natarajan the *Daily Mail* has made its mark and established its claims to be recognised as one of the leading dailies in the country. It has proved a valuable acquisition to that section of the press in India, which represents advanced Indian public opinion. Mr. Natarajan is a distinguished Madrassee who is an ornament to the journalistic profession. He is also the editor of the *Indian Social Reformer* which is exceedingly well written. The *Bombay Chronicle* which was founded by the late Sir Pherozeshah Mehta occupies an honoured place as one of the leading organs in the Bombay Presidency. The *Chronicle* is edited by Mr. S. A. Brelvi, who has the most

brilliant capacities and talents. For a long time Mr. B. G. Horniman was the guiding hand of the *Chronicle*, but owing to some differences of opinion with the Directors of that paper he has resigned his editorship and now he has started the *Indian National Herald*, which, within a short period of its birth, has come to be regarded as a daily of great importance. Its trenchant editorials are highly appreciated by all. Mr. Horniman edits the *Herald* with a philosophical cheerfulness and a serene kindliness. The *Indian Textile Journal* is the only recognised Journal devoted to textile problems. It is a very authoritative Journal on the subject. The *Maharatta* of Poona which is under the distinguished editorial control of Mr. N. C. Kelkar is highly read not only in his province butall over India. The *Servant of India* also an influential weekly published in Poona is owned by the Servants of India Society. The Journal covers a large ground and it conveys to the reader a great deal of not only entertaining but useful information about India. On the whole the *Servant of India* appeals to all persons who are interested in the development and progress of India by constitutional means. Mahatma Gandhi publishes his weekly Journal the *Young India* from Ahmedabad. It is

circulated throughout India and is noted for its simplicity of style and sincerity of purpose. It is so popular that its articles are reproduced in all the papers in India and elswhere. The Bengal presidency can boast of having more vernacular journals than the English ones. The *Statesman* is the foremost daily in Calcutta and it is very widely read. It is an illustrated paper and is conducted on most up-to-date lines. It is edited by Mr. Watson, an experienced journalist who has been connected with the press for a long time and under his control the *Statesman* has improved a good deal. The *Englishman* is also a daily of great prominence and it has proved a valuable acquisition to that section which represents Anglo-Indian public opinion. The *Forward* is a typical paper which was founded by late Mr. C. R. Das. The paper represents the swarajist school of thought. The *Bengalee* which was hitherto the organ of the liberal party in Bengal has been purchased by Mr. B. Chakravarty, the well known leader of the nationalist party in Bengal. He is editing the journal as an organ of the nationalist party. It has a strong editorial board and under the editorship of Mr. Chakravarty the paper is sure to have a bright future before it. The

Amrita Bazaar Patrika continues to be as popular as ever. The *Hindustan Review* is at present published at Calcutta as a quarterly and it belongs to Mr. Sachidananda Sinha, formerly Finance Member, Bihar and Orissa. The Review is representative of the higher intellectual life of India and its articles are of special value from all points of view and it occupies a prominent place among the ably edited Indian Journals. At present it is under the editorship of Mr. V. Sundaram Aiyar, M. I. R. S., a prominent Madrassee journalist who is mainly responsible for the reputation of the journal. The *Modern Review* edited by that veteran journalist Mr. Ramananda Chatterjee is also a leading monthly which has already established its reputation as a journal of par excellence. There are two prominent weeklies which deserve attention and they are the *Capital* and the *Commerce*. Both are devoted to trade, commerce, industry and engineering. The *Capital* besides being an industrial journal devotes a few pages to current politics and its caustic comments are reproduced in all journals in India. The *Indian and Eastern Engineer* is the only technical journal conducted on brilliant lines. Mr. E. Vickers is ably editing it. In the United

Provinces there are three leading dailies. The *Pioneer* is one of the best and most typical examples of the Anglo-Indian press. The wide, deep knowledge, the keen insight, the incisive statement which go to the asking of the columns of the *Pioneer*, devoted to political and literary articles, book-reviews and dramatic criticisms, have always secured for these features a high place in the esteem of the elite. *Indian Pioneer Mail* is an excellent illustrated weekly which provides light reading to the public. Altogether it provides every week a web of lightness and brightness that constitutes it one of the refreshments of the United Provinces. The well known *Leader* of Allahabad is the staunch organ of the liberal party to which Mr. C. Y. Chintamani, the editor. is one of the pillars. Whether the public agree with his views or not they appreciate his fairness, his scrupulous fairness and unfailing courtesy. *Indian Daily Telegraph* is a longstanding daily which commands much respect in the province. Its editor Mr. C. S. Renga Iyer conducts it with immense vigour and enthusiasm. The *Daily Telegraph* is the accredited organ representing the swarajist school of politics in the United Provinces. Mr. Renga Iyer is a distinguished ornament to the United Provinces,

the land of his adoption and I believe they are also appropriately proud of him. The Central Provinces is very backward in its journalistic activities and there is not even a daily to represent the grievances of the public. The *Hitavada* is the only English journal in the Central Provinces and it is doing a great service to the public by educating them to a realisation of their needs. It is edited by a brilliant Madrassee journalist. There is every scope for a daily there and we feel quite sure that with the hearty support and cooperation of the public, the *Hitavada* will soon be converted into a daily. In the capital city of India, the *Hindustan Times* is published. It is owned by Pandit Madan Mohan Malaviya whose public activities are well known. It is ably edited by Mr. J. N. Sahni and it is one of the high class dailies. The editor has commanding abilities and his paper compels the affectionate regard of all who read it. The *United India and Indian States*, a long-standing weekly dovoted to the discussion of affairs relating to the Indian states, is published in Delhi. Coming to the Punjab we find the *Tribune* occupying an honoured place in the province as an organ of enlightened public opinion. The *Civil and Military Gazette* represents the Anglo-Indian interests. Lala Lajput

Rai's paper the *People* is a good and well conducted journal and judging by the present standard of Indian weeklies it possesses as high a degree of merit as it is possible to attain. It is a journal which may be read with pleasure and profit for there is a good deal of excellent reading matter to be found in it. The *Nation* of Lahore—Mr. Chaman Lal's paper—was for a time published as a weekly. It is now converted into a daily and it is the representative of the swarajist section of the public. It is under the editorial control of Mr. G. S. Ragavan. The *Muslim Outlook* represents the Moslem school of thought and is devoted to their interests. The *Observer* of Lahore is a fine weekly which commands some respect in the Punjab. Mr. D. G. Upson, formerly of the *Muslim Outlook* is now editing it. It is also understood that it will be soon converted into a high class daily. The *Hindu Herald* is a recently started daily and it is organised on sound basis. The *Sunday Times* of Lahore was started a year ago and now it is a very valuable and notable addition to the number of high class weekly journals in India. A scintillating humour and bits of piquant description make the journal the easiest reading even for a layman. Its editor is Mr. H. V. Dugvekar who

commands esteem and regard for his literary talents. In Bihar and Orissa there is the *Searchlight* which is conducted as merrily as ever. The *Express* of Bankipore is the only daily in that province and it commands much influence. The *Behar Herald* is also popular there and it is edited with much candour. In Karachi the *Daily Gazette* and the *Sind Observer* are published and both are prominent dailies representing different schools of political thought. Coming to Burma we find there are more vernacular papers than the English ones. There are two long-standing Anglo-Indian dailies, the *Rangoon Gazette* and the *Rangoon Times.* They are principally circulated among the Anglo-Indian circles. *Rangoon Daily News* is a prominent daily of great importance and its talented editor writes with perfect ease, with facility of diction and with intellectual power. The *Rangoon Mail* is a great nationalist tri-weekly which does credit to the province. It is owned and edited by Mr. S. Battacharya. It expresses its opinions with freedom and adheres to them with tenacity and always with complete indifference to popularity. In Ceylon there are as many as 5 well conducted dailies. They are very flourishing and some of them were founded in the forties of the last

century. They are sufficiently well established. The *Times of Ceylon*, the premier daily in Ceylon, publishes a weekly edition by name *Sunday Times* which is very well illustrated. The *Ceylon Daily News* and the *Ceylon Observer* are under an efficient editorial and managerial control. The *Ceylon Independent* is the leading organ of the nationalist party in Ceylon. The *Ceylon Morning Leader* is also a very influential daily which does credit to journalism. It is ably edited by Mr. De Fonseka. Within the limits of a short chapter we have attempted to give an account of the prominent newspapers in India. There might have been some omissions, but it is impossible to be familiar with all the papers published in in India.

CHAPTER XIV.

PRESS IN OTHER LANDS.

IT is generally admitted that the British press is the ablest, the best and the cleanest in the world. In England a newspaper was first started during the invasion of the Spanish Armada and Queen Elizabeth and her Prime Minister took a deep interest in it. Ever since, it has been developed and the most important newspaper in England at present is the London *Times* which has correspondents in all parts of the world to communicate to the editor at a moment's notice any matter of interest occurring in their jurisdiction. A mere glance at the *Times* will suffice to make the readers become aware of all that takes place in different parts of the world whether it be in Asia, Africa, America or Australia. Those of us who have followed the course of journalism during the last generation must be conscious of the very great changes that have taken place in it. A good account of the English press is given by Mr. H. W. Masshingham, who says:—" Nearly all its features are imitative. The large boldly-printed headlines,

the descriptive report, the sensational style, the direct, easy, rather flippant treatment of nearly all subjects, are taken from the American journal. The short or serial story comes from the popular French newspaper. We have followed America again in making the newspaper a bi-sexual organ rather than a monopoly of man. Women's interests and pleasures in place of being ignored are sedulously treated and indeed a considerable portion of the staffs of most of these newspapers consists of women. You at once perceive the contrast with the older newspapers. The leading articles either disappear altogether or lose their essay-like form; they are far shorter and have little pretence to precision of style, being indeed largely used to fix attention on some melodramatic features of the news columns. In a word the editor in the tense in which the older were governed has practically disappeared; the real direction of the popular British journal has largely gone to the gentleman whom the Americans call the news-editor. Gossip about royalties, fashionable people, entertainments, especially if they are very costly and very foolish is an invariable feature. Much trouble is taken to get together an immense variety of trivial amusing or scandalous incidents and the sub-editor's work is successful in

proportion as he presents every day a rich pot-pourri of such happenings—vagaries and eccentricities of the rich, unusual crimes or events, quarrels, new fashions, adventures, inventions, actors, singers, painters, fortune-tellers, eccentric or pantomimic artists. The work of the latter is not criticised; it is described usually in inviting and highly flattering and undiscriminating language, so that the newspaper of this type becomes an indispensable agent of the great modern business of amusement and is indeed its chief feeder and promoter. The absorbing vanity of modern life, and appetite of minor celebrities for advertisement are never forgotten. The private lives of artists and public persons in general are described in agreeable colours, even the unceasing curiosity of the public about these domesticities is fed to repletion." The next important country in this field is America. The American press is vast and extra-ordinarily various and there are some salient facts about the American press. The typical American daily is believed to be a splash of photographs and huge headlines adorning reports of crime and other sensational incidents. The commercial section is commonly larger then all others, covering all trades and markets. The advent of newspapers in Japan

dates from the year 1845 when a prominent Government official opened his house to all travellers; and the interesting stories narrated by the guests were printed in book form and these were the forerunners of journalistic enterprise in Japan. The modern newspaper dates from 1861 when translations were made from the Dutch periodicals into vernacular. In 1878 the first daily paper made its appearance under the title "The news of every morning". It was published at Yokahama and so rapidly did the popularity of the press increase that four years later there there were over 100 newspapers in Japan. In 1898 all the papers appealed for the justice of the China war. The financial position of the country was not then highly satisfactory, but the newspapers stirred the enthusiasm of the people. Japan won a notable victory and keen resentment was felt by the nation at the arrogant interference of Russia which robbed Japan of the just spoils of war. But for the level-headed articles in the newspapers civil war would have inevitably ensued and Japan was for all times indebted to the press for preventing that suicidal calamity. Newspapers in Japan differ over local and internal matters, but it any case where their national honour is affected or imperilled they

are all unanimous in their unswerving patriotism. The star of journalism is undoubtedly in the ascendant. The remarkable feature of the German journal is its local character; another is its general unattractive appearence. It takes much longer to grasp the contents of a German newspaper than it does for either a French or English paper. An important item of information is sometimes quite lost in a modest corner. The political articles are too often heavy and diffuse and it requires much effort to read them. On the other hand the literary and other *chroniques* are written by the best writers. Another point about the German newspapers is the admirable arrangement of the advertisements. Many papers belong to no political party. Those described as 'unparterisch' or neutral are run merely to make money and so desire to maintain the not possible relations with the public. China is unique in a variety of respects, but in nothing more unique than in its newspapers. There is a dividing line to be drawn between the ordinary and the unordinary. The ordinary newspapers include some 4 or 5 published in English. Most of the newspapers in China are maintained at a loss by political parties, by Government departments and by individuals who have axes to grind.

The Cabinet, the Ministries for war, finance and foreign affairs are always anxious to put a plausible appearance on their doings and a monthly trifle enables them to do it. The political parties there want to boast their policies and statesmen, standing and fallen, and they find it useful to have an organ to sing to their praises. Interested motives are behind all the newspapers and such a thing as an independant paper run on commercial lines does not exist in China.

CHAPTER XV.

ADVICE TO YOUNG MEN.

IF you are seriously desirous of adopting journalism as a profession there are certain principles which you should treasure in your mind. Always leave a margin on the left hand side and also at the head and foot of each page. Type your manuscript in order to facilitate easy composing. Leave double space between the lines for the editorial revision. Number the pages at the top. Manuscript should always be folded and not rolled. The manuscript should be enclosed in a big envelope accompanied by a stamped envelope for its return if found unsuitable for publication. Before submitting your contributions to the press always write to the editor before-hand your qualifications for the task and if he is satisfied with the same he will invite articles from you. Always write brief letters to the editors since they are busy men who cannot afford to waste their time on reading your lengthy letters. Before writing to the columns of a particular newspaper ascertain from the editor the nature of contributions he requires for his

journal. In his book 'The Writers Guide', Mr. Harold Herd writes:—"A thorough knowledge of what editors want is all-important, but exact analysis does not necessarily lead to successful catering. Certain fundamentals of effective writing must be kept in sight all the time if the writer is to sell his work readily. The basic essential is to be keenly interested in the subject while writing about it, for the man who yawns over his task cannot expect to ignite the spark of interest in others, just as a languid speaker inevitably bores his audience. It follows that the man who understands what interest people is most likely to stamp his articles with live, compelling appeal. Readableness is a virtue that is most highly prized by editors who are always struggling to keep their pages free from the faintest suspicion of dullness." Timeliness is also a main consideration and the articles submitted to an editor should be on subjects of immediate public interest. Articles and news should be very timely and staleness should always be avoided if a journalist wants to become prosperous in his career. The news and articles submitted to the newspapers should be up-to-date as the publication of stale news will spoil the reputation of the editor and consequently the circulation of the

paper will considerably be decreased. Always think before you write. Discover what you have in your mind and then say it. Keep the object always before you. Do not bother with words unless they come of their own accord. Your manuscript should be presented in such a manner that it should attract the attention of the editor. Your work itself should be your own recommendation. After submitting the manuscript to an editor wait for a fortnight without worrying him. Then write to him a courteous letter enquiring about the article. Always keep in good grace with an editor. Generally read certain authors as models. We heartily recommend Bible to the young aspirants since it is a good example of style. We also recommend the works of Defoe to those who wish to improve their style. All his works are books of a Journalist and they were written as a Journalist writes. Defoe does not waste words and goes straight for the object and he is really one of the best models that a journalist can keep before him. If you study the works of standard authors you can very well learn their noble and vigorous style and also their method of vivid presentation and compression. Mr. Harold Herd writes:—
"The modern newspaper editor caters for the

man in the street. He wants contributions that interest the majority of his readers and he insists that they shall be written up attractively. There was a time when journalistic style offered a broad target for the shafts of the literary purist, but the old journalese, with its ponderous phrases and interminable sentences, is extinct except in a few obscure provincial weeklies. Compactness is the characteristic of modern Journalism. The news is presented briefly and attractively with no useless trimmings; articles are written in a crisp and vivid style. Many of the short contributions printed on the magazine page of the daily newspapers are models of compression; the swift, graphic appeal explains their popularity with the hurried newspaper reader." You should cultivate at the very outset the art of compression. Always be terse, clear and comprehensive, without falling into vagueness. Your task should be to get the truth and, as near, as may be, the whole truth and that is a task sometimes sadly interferes with by theories too comprehensive, too absolute and too confidingly held. 'A fool's paradise' is a dangerous abode from which to direct or to try to direct the public mind. The Journalist who dwells habitually in it, who shuts his vision from the complex interests, passions,

tendencies of the people of whom his readers are a part, which determine for the time being the rate of progress towards the spread of unity and good-will, not only exposes himself to bitter disappointment, but does, to those who listen to him, a distinct disservice.

CHAPTER XVI.

CONCLUSION.

WE are really very proud of the press and with all its defects and faults the press does play a very noble and very useful part in our public life. A heavy weight of responsibility rests upon those who direct the newspapers which circulate among the masses. Their influence can be the means of saving many lives and of preventing wide-spread suffering. A public man observed :—"For the History of the English press is the history, if not of English liberty, of all those popular forces and political franchises which have given strength and solidity to English institutions, renewed the youth of the state; made England, with its ancient monarchical institutions, with its feudal relics, with its aristocracy and with its established church, the freest state in the world, made bribery and corruption in the oldest sense of the term impossible and welded together the whole British Empire, with all its races, all its religions, into a compact and powerful mass, which moves when it moves at all with a force

and a decision that constitute public opinion one of the marvels of the times." Sheriden said in 1810:—"Give me but the liberty of the press and I will give the Minister a venal house of peers. I will give him a corrupt and servile house of commons. I will give him the full swing of the patronage of office. I will give him the whole host of ministerial influence. I will give him all the power that place can confer upon him to purchase submission and overawe resistance; and yet armed with the liberty of the press I will go forth to meet him undismayed; I will attack the mighty fabric he has reared with that mightier engine; I will shake down from its height and lay it beneath the ruins of the abuses it was meant to shelter." Such is the power of the press. But in our country the power of the press has not been properly understood by many owing to the fact that illiteracy prevails to a considerable extent. Without the press the modern world is poor and to the press we owe the fortunes of our lives. It does much to unify the people. It is very useful to the modern life and without it the progress of the world will be impeded. The press knits the hearts of human kind to a common level of life and thought, and binds with chains of thought and bonds of

life, people who dwell in varied lands. It forms one of the best instruments for bringing about the progress of a country and also for bringing about peace and good-will between the different nations of the world. If England is passing from one sphere of political experience to another it is mainly due to the great influence which the press wields over that country. That kind of spirit should come to India. In many a country the press has done much to alleviate the sufferings of the people socially and religiously and we await the day with keen interest when the press may play a prominent role in raising the people of India from their present political and social condition. The Indian press should work with that object in view. We earnestly appeal to the press in India and to those who embrace Journalism as a profession to work for the unity of our race and also for the betterment of our community.

JOURNALS AND JOURNALISM.*

IN the course of his address at a meeting of the Kotahena Catholic Young Men's Association Hon. Mr. E. W. Perera said that "Journals and Journalism" was a very wide and vague subject, but nevertheless it had its appeals. He was just now going to speak to them with regard to the newspaper press which had a potent influence on the world to-day. As to the origin of journalism he was not going to take them so far back as the days of the "Peking Gazette," which was supposed to have been printed from wooden blocks about the eighth or ninth century, and which was considered to be the oldest newspaper in the world. Nor would it be well worth the while, considering the short time at his disposal to discuss the question of newspaper work and the progress made by the newspapers in Europe. But connected as they all were with, and being an off-shoot of, the British Commonwealth, and our journals being so interrelated to British Journals he felt justified in speaking a word or two about the early newspapers in England. The newspaper press was said to have had its earliest organisation on the Continent in

* Specially abridged for publication in this book.

1702 but it had no opportunity of following a line of development and the first newspaper published fell through. This was followed by the "Review" published in 1704. Coming to the subject of journalism of to-day, the speaker said that modern journals were what they were to-day owing to the spread of print. It was the composing and printing processes which was responsible for the spread of public opinion. The compositors' task, the collecting of type and putting them together was a great stride in advance of civilization. But they had got two or three strides forward with setting up of type automatically and mechanically. Anyone of them who had gone and seen the work of the lino-type machine would see how marvellously that machine worked as if a human brain itself worked within. He then dwelt on the automatic moulding of type and the formation of line after line all in their proper order and said that this was a great asset to the newspapers. Anyone who wanted to know anything about the newspaper press should also take an interest in the mechanical process involved in the production of the daily newspaper.

Now, with regard to the newspapers published, apart from its production, it would be divided into three sections, it was first and

fore-most a collector and distributor of news; secondly it was a vehicle of opinion; and thirdly it performed the function of introducing business between traders. Of these three aspects of the newspaper press he wished tu speak a few words on these special functions. So far as the collection and distribution of news was concerned, which was its first and foremost function the way it was done in different countries was important. The American newspaper worked with its nose to sensation than anything else. They were directly bent upon producing sensational news, which according to them was more important than any other aspect of the newspaper press. The function creating healthy public opinion was more or less relegated to the back-ground. So far as America was concerned she was very anxious and elaborate in the matter of her machinery connected with the dissemination of news. He then went on to detail the functions of the editorial staffs of American papers and the work actually done by the respective members. He dwelt on the important part played by shorthand a knowledge of which was a characteristic qualification of the present day reporters. The duties of a sub-editor was essentially one of the most difficult and responsi-

ble functions attached to a newspaper. The different media for the transmission of news from our country into another was a very significant one and with the development of broadcasting and wireless things were bound to undergo changes in this direction. He then detailed the functions of the various news agencies, such as Reuters, Associated Press, Central News, etc. A recent innovation in the phase of journalism was the "interview" which was to secure the opinion of men of standing or of importance in the community and making it readable and informative. Another modern innovation was the Sunday News paper. In the older days all newspapers were published in the morning or evening—originally in the morning—on week-days. But since a few years ago the Sunday paper had made its appearance. The modern Sunday newspaper was a new feature. It did not give details of news but recipes, articles and cookery items. Some important and more up-to-date Sunday newspapers had paragraphs in the shape of summaries of the week's news. It would be noticed here that articles and correspondence were in many cases anonymous. Whereas in France and Italy the signed article was a special feature. There were

two schools of thought, some who thought that all letters and articles should be signed and those others who thought otherwise and maintained that the signature often tended to prejudice the readers' point of view.

Speaking about the Press in Ceylon, Mr. Perera announced to the audience amidst applause, that apart from the "Peking Gazette," the first newspaper was published in Ceylon in the form of the "Gazette," in 1802. It was first divided into three parts, English, Sinhalese and Tamil, which were, each, as dull as the other. A poet's corner was included in this gazette. This was followed by the "Colombo Journal" in January 1832, under the direction of Sir H. Thomson. This was however discontinued in 1833, as the Governor had been advised apparently that he was not allowed to be a critic of the administration of which he himself was a part. His Excellency, in spite of the instructions he had received from Home, resuscitated the Colombo Journal and was continued for many years, a very strong and valuable force in local politics. He apparently was a man who did suffer himself to be hit without hitting back. The Colombo Journal was accordingly re-started as the "chronicle" but its publication was opposed

and with the departure of the governor it ceased to exist in 1837. But shortly afterwards from the ashes of the 'Chronicle', rose the Herald, but this was not under Government Control. The 'Kandy Herald' was started in 1868 as a sort of an annexe of the 'Ceylon Times' and Mr. A. John Capper was brought out to edit the paper. It really was to protect the policy advocated by Sir H. Robinson. The press then in Ceylon comprised of the *Observer*, *Times* and *Examiner*. Each of these papers appeared twice a week, so that they had a paper every day, as the papers organised themselves on such lines. Then came the first penny newspapers and was followed by the Ceylon *Morning Leader* and the 'Daily News.' He also called attention to the Catholic Messenger which had by that time come to be regarded as a potent force among the community it sought to serve. The speaker then referred to the Vernacular press which exercised a great influence and published as it was in the language of the bulk of the population of the island. They could not ignore the virile as well as the good influence it had in the political sphere of Ceylon. He next proceeded to give a list of the various vernacular newspapers from their earliest start in the Island to the publications of the present day.

Speaking about journalism as a career, there was no doubt that journalism was a great profession. Perhaps they would think he was speaking with a certain amount of prejudice because it was his first love, although he had not made very much of it. But they had to remember that there was some joy, in seeing oneself in print and this consciousness revived in later years although they had to admit that a time might come when one felt he could not afford the luxury always. Shorthand was essential to journalism. Natural equipment was also necessary and at the same time a capacity for good hard work and accuracy was required. But speaking within the shadow of an institution there, which had done a great deal to foster habits of accuracy, clear writing and clear thinking,—he meant St. Benedict's, of course he could not but see the absolute necessity for an intitut on of journalism and he expressed the hope that this will soon be realised. It was a deplorable fact that they could not get people to fill responsible posts in journalism in Ceylon today. Although there were great men, at the top of each profession,more are wanted and the speaker thought and believed that in journalism they had a great and glorious career and like other

professions had its own peculiar rewards to offer those who took to it earnestly. It was a real power, the power to control. Journalism could not be bribed, it might be mistaken, it might be camouflaged. It was an open secret in the great days of the war, when Mr. Lloyd George was Prime Minister, that every day the *Manchester Gaurdian* Offices were telephoned to know what the subject of its editoriol the next day would be. That gave an idea of its power to control.

BRITISH & INDIAN JOURNALISM *

THE title of my talk to you to night was chosen hurriedly, but when I come to consider it I was glad at the latitude it allowed to me. For a mere consideration of the differences and likenesses between Indian and British journals coming from myself, who am new to the country, could scarcely be convincing in its judgments. It would be said that whatever title my more than thirty years of working in almost every phase of British journalism gave me to speak on that subject, my four months' daily contact with Indian newspapers was not sufficient for more than superficial pronouncements. Yet, let me say this. I am constantly astonished at the quality of the work done in some of the Anglo-Indian papers, at the variety of interests they cover, at the efficiency of their mechanical production. In no one of these respects are they seriously behind their British rivals, and in the attention that they give to the more serious aspects of life they are in some cases ahead of the London newspapers.

* The above lecture was delivered by Mr. Watson, Acting Editor, *Statesman*, Calcutta, under the auspices of the Indian Journalists' Association, Calcutta.

In this last feature they seem to me to reflect a real fact in Indian life—the greater concentration upon things of moment such as politics, philosophy, religion, science and the social problems that are involved in all these. The Anglo-Indian papers, in fact, stand very much in the position occupied by British journals at the time when I was beginning work for the press. They believe that the public they serve is interested in serious matters and is inclined for serious reading. The merely sensational finds a lesser space in their pages than in the British Press of to-day.

It so happens that my own work upon British newspapers covers what I may call the whole period of transition in the character of these journals. The change began with Mr. W. T. Stead; it was continued by Lord Northcliffe and the young men whom he gathered about him. His contribution was the more spectacular, but the pioneer was Stead, whom I knew well, particularly in the later period of his life. Stead was a man of the widest sympathies, who spent his life in pursuit after the things that were new or that he believed to be new. It was his creed that whatever interested him would interest others, that whatever was suitable for discussion in private life was also suitable for exposition in the

press and that the spread of education had led people to interest themselves in a variety of subjects that the ordinary newspapers never touched upon. With that creed he came from the north of England to London, and it was his influence, first exercised on the *Pall Mall Gazette*, that transformed the character of newspaper work. It stirred amid the dry bones of tradition and opened out a new vista of what the newspaper might be made. As he saw it the journalist's mission was to record the whole field of human activity and to record it without taboo.

In the modern phrase he gave the public what it wanted. At the same time, he retained a high sense of responsibility to his public and his private theory was that proprietors of newspapers should be rich men who made good any losses that their proprietors might incur. Stead was, in short, the least commercial of men and the irony of his life was that he pointed the way to the most commercial newspaper press that we have ever had. New men followed Mr. Stead's methods, and discovered, as he never did, that vast new reading public had come into existence with the spread of popular education. Giving the public what it wanted we developed into

a creed that the only test of success in journalism was the earning of great profits, and so we arrived at the journals that count their readers by the millions and their advertisement revenues by hundreds of thousands of pounds.

Stead was what is known as a born journalist in the sense that he believed in publicity and occupied his editorial chair as he might a pulpit. There have been many such men in the history of journalism. I have known not a few myself, but they no longer occupy the position of authority that they did. Newspapers have almost necessarily ceased to reflect the personality of one man; as once they did. The newspaper of to-day is a complex of many minds. Financial success has enabled it to call upon the services of the best writers and thinkers in every branch of endeavour, to gather its news at enormous expense, from every quarter of the globe, and to command the most perfect mechanical appliances in its production. The mere writer has become less important, he has been relegated to a niche of his own. The men who run successful newspapers to-day have the business brain and the talent for organisation highly developed. It must be so, for the great newspaper comprises within itself not only a news-gathering organisation

and departments for the development of the opinion. For its production it requires complex machinery worked by skilled engineers and printers, it requires electricans, compositors, stereo-typers, process workers, experts in paper and ink, skilful organisers of distribution, an intricate system of accountancy and men who have made advertising in its every phase the study of a life time. Directing all this hive of human energy and at the same time estimating what will appeal to the public is the supreme journalist in command.

Frequently, I have smiled at the idea, still current in business circles, that the journalist is a man who could not turn to work of any other kind. The modern newspaper requires for its running a power of co-ordinating and directing the work of a more diverse body of skilled men that can be found in almost any other industry and it calls for both executive qualities and financial genius, for the expenditure that is counted in lakhs of rupees has to be recouped an anna at a time. I mention these matters not to exalt the journalistic profession, but to illustrate the vast change that has come over the making of newspapers in the life-time of men who even now do not count themselves old.

One effect of the enlarged scops of newspaper production is to be seen in the enormously increased range of interests covered by the British Press. One has to turn back in the older files of the newspapers to realise how great this has been. The older journal, written frequently with great knowledge, had politics for the central theme. All else was subordinate to the record of Parliament and to political movements at home and abroad. The more trivial incidents of life went with slight mention. To-day nothing is too small for the notice of the newspaper, provided it is likely to engage the attention and the interest of readers. This new phase frequently degenerates into mere triviality, and yet the newspaper at its worst pictures the world as a place of far more diverse interests than did the organs of thirty years ago.

If I have dwelt at some length on this change in the general character of the British Press, I do so because that difference covers the range of personal experience of newspapers. I have gone personally through what is a revolution in the practice of journalism. There will be no claim on my part to be a born journalist in the sense in which I have hitherto used the words, but I come of a journalistic family and so far

back as I remember anything newspapers have played a part in my life. While still at school I was contributing to the Press. Indeed, at the age of sixteen I had risen to the height of being a newspaper proprietor, a distinction I have never since enjoyed. I can truly claim that I have done everything that falls to the lot of the journalist to do, from setting type and reporting football matches and police courts to writing the leading articles and drafting the balance sheet. In all the years, as I look back on them, it seems to me that the most formative period was ten years, spent in the Press gallery and the House of Commons.

When first I entered the former Mr. Gladstone was engaged in his last titanic struggle to pass the Home Rule Bill. Lord Morley, afterwards Secretary of State for India, was plain. Mr. Morley, and Chief Secretary for Ireland, Sir William Harcourt, thundered from the benches with Mr. Goschen as his special opponent. Mr. Joseph Chamberlain was at the height of those powers which he never exercised brilliantly as when in Opposition. The present Lord Balfour led the Opposition with brilliant grace. In the House of Lords, the Marquis of Salisbury, grave in manner and weighty of speech, faced the

abundantly endowed Lord Rosebery. Viscount Grey was but an Under-Secretary. Lord Reading had not made his appearance in Parliament, and I recall well the maiden speech delivered in the House of Lords by our present Viceroy, Lord Lytton. It was good to be alive in such days and little wonder that people were absorbed in the splendid play of parliamentary swords-men. But this was the last flaring up of the fires of the House of Commons. People were wearying of its debates, and the Press was turning elsewhere for its sensations.

I imagine that the conditions of these days were much similar in Great Britain to what we have in India to-day. People were intensely interested in politics and the newspapers reflected that interest as do Indian papers now. At this point, however, I find one of the great differences between the press at home and in India. Our political battles were about principles. Though passions ran high there was seldom the descent to attacks on personal character. The days when politicians alluded to one another in terms of the grossest opprobrium had passed and the newspapers had altered their weapons. Likewise, I find in the Indian Press far too great a liking for the purely personal attack.

I differ from a man, because I hold that the principles he advocates are pernicious and dangerous; it is possible for me to say all that without adding that my opponent is of known immoral character, that he drinks or beats his wife, or that he has made away with funds entrusted to his care. The liking of Indian newspapers for the reflection on personal character seems to me, as an observer, a real and dangerous weakness.

Let me add this. I frequently hear that Indian newspapers work in the shackles of a penal code and with a sword constantly hanging above their heads. The code exists, the threat is there, and yet I find almost daily in Indian newspapers articles that would not and could not be printed in England without the law being invoked. In India nothing happens. I do not know that I want anything to happen, but I say to my Indian colleagues of the Press that this kind of personal attack is seldom effective, that the less we have to say about men and the more we have to say about the principles they espouse the more likely are we to obtain the ear of the public we serve, and in the end more successful will be our newspapers from every point of view. The press will only free itself from hampering enactments when it has

shown by its own conduct that it knows how to wield the tremendous power that it has.

While I am on this subject, let me exhaust the criticisms I have to make of the Indian newspapers. I am sure you will take them in good part since they are intended to be helpful. First of all, I would say that there is far too great a tendency in the native press to copy the Anglo-Indian newspapers in the character of the news they furnish to their readers. The best of the Anglo-Indian newspapers dispose of a service of news that covers the world. One can be as well informed about happenings all over the globe by reading Anglo-Indian papers as one could be, were one in London. This range of information is obtained at great cost and it is intended to interest a special public. The purely Indian papers appeal to another public altogether one that knows comparatively little of the world outside India, but is deeply interested in Indian affairs. Yet Indian newspapers, following the lead of the Anglo-Indian, are disposed to fill their pages with telegrams to the exclusion of a record of the happenings within their own area. That I believe to be a profound mistake. Never can the Indian newspapers hope to emulate their Anglo-Indian competitors

in the range and variety of news that is costly to collect, but they can give their public something that it wants and something that as yet is not adequately recorded.

My last criticism has to do with the mechanical production of your newspapers. Here I am frankly appalled. I can imagine nothing more devastating to the eyes of your population than the poorly printed and smudged sheets of many of your daily papers. The most splendid writing the most complete news service, would fail to have its effect when offered in such guise. You may tell me that Indian papers have small resources and are equipped with worn machinery. That is no answer at all. I have known many newspapers that could not boast either the circulations or the advertisement revenues of Indian journals that were a credit to those who produced them, simply because the journalists were determined to turn out a good sheet. Believe me, this poor printing on poor paper is absolutely uncommercial. It frightens the advertiser and revolts the reader. Here, I claim to speak with some authority, for I was many years the General Manager of a London newspaper and I say that until you have transformed your mechanical production big circulations will not be

created. For good printing you do not require machinery so expensive as to be beyond your means. In the main quality in printing comes from attention to a great number of details. Perfection depends on small things, but perfection in production is the way to profitable journalism.

I come back by this devious road to the British Press. I would say to you that in my judgment we are on the eve of a great transformation of the character of British newspapers. Triviality has had its day. You may have soon what has happened to the American Press which not long since was notorious for that kind of sensational journalism that earned the name of "The Yellow Press". The merely sensational papers are dying or have changed their characters. To-day the most successful American newspapers devote large space to matters of serious public movement. That greater influence is spreading across the Atlantic, and is destined to bring back the old sense of responsibility to the British Press. And believe me, in the end, it is responsibility that pays—the kind of responsibility that publishes no news that is not thoroughly well authenticated, and no opinions that are not the outcome of real thought and conviction.

In the moment of crisis it is to the journal that has established confidence that the people turn.

Another development for which I hope much is that of the Labor Press. It is an anomaly that at a time when a Labor Government was in power in Great Britain and in full control of the affairs of the Nation it was represented by a single daily paper among the scores published in England. That position cannot be permanent; Labor has the resources to create a press of its own, and it will do so, gradually perhaps and with many failures, but successfully in the end. The newspaper press is the great organ of public opinion and it is not fulfilling its function so long as it can be said that opinions represented by millions of votes at the polls have no regular mouth-piece in the journals of the day. Here in India you have a far more various public opinion than in Great Britain as you have a far larger population. You have differences of race, of religion, of the language and of political theory to reconcile, but in the wide range of your newspapers, nearly all of those differences find their voices. That is as it should be. I would only say, in conclusion, that in India as in Great Britain that Press best discharges its function which in recording news impartially

yet allows ample room for the expression of every shade of opinion that must arise in a community that thinks about and is alive to the problems with which life is and always will be surrounded.

FUNCTION OF A NEWS AGENCY*

NEWSPAPERS in all countries in the world have found it necessary to employ for the collection and distribution of their internal and external news the agency of some kind of news clearing house. These organisations take various forms. In some, they are ordinary business enterprises, constructed on the usual lines of public or private companies; in others, they take the form of a co-operative organisation with the newspapers themselves in the dual role of proprietors and customers. In Great Britain, the Press Association is the agency which the newspapers of that country employ for the handling of internal news. Reuters, with the Central News and the Exchange Telegraph Company, are responsible for external news. These three latter companies are limited liability companies conducted as private enterprises. In France, Havas is the National news agency. Havas conducts its business by means which makes it difficult to include it in either of the two categories which I have just described. Havas supplies its news at extraordinarily

* This interesting lecture was delivered by Mr. G. W. Tyson, Manager of Reuter's, at a meeting of the Indian Journalists' Association, Calcutta.

cheap rates, but at the same time all its clients are obliged to concede to Havas exclusive rights as their advertising agents on a very adequate commission basis. In America, the Associated Press of America serves the American papers as an agency for both internal and external news. There is a number of other lesser concerns in that country, but the Associated Press may be regarded as their really representative agency. It, too, is run on a co-operative basis. In Japan Tsushinska Kokusai, an agency of recent growth, is an ordinary private company. The foregoing are a sufficient illustration of the fact that the news agency is a public organisation which is essential to any country which possesses a newspaper press developed beyond the first stages of evolution.

If at this point I may attempt to define a news agency, I should say it is an organisation which has for its purpose the collection and dissemination of news by the most economical and efficient means rendering to its newspaper constituents and through them the general public the best possible service for the least expenditure. To make my point clear, let me take the case of a highly developed and influential newspaper press such as the press of Great Britain, and for

the sake of illustration take away from it those news agencies which serve it and examine the situation which would be created. I have already explained that the Press Association collects and distributes the internal news of the country to the London and Provincial papers. We may take the case of a small provincial evening paper, of which there are many in Great Britain, say in a place like Preston, in Lancashire. Deprived of the services of the Press Association, I make bold to say that such a paper would find it almost impossible to provide through the medium of its own correspondents a service of news one fifth as comprehensive or up-to-date as that which it receives from the Press Association.

The Press Association of Great Britain is too well established an institution and too vital to the newspaper press of the country for it to disappear. Indeed it is owned by the press and conducted entirely to do the news business of the press. The newspapers are the shareholders and no newspaper, morning, evening or weekly, can participate in the benefits which it confers unless it owns a fixed number of shares according to whether it is a morning, evening, tri-weekly, bi-weekly or weekly issue.

All news agencies must have certain characteristics in common—their news must be accurate, it must be confined to the presentation of facts as they are and not as any particular party would like them to be, it must reach the clients of the agency with a minimum of delay, they should be readily adaptable to meet big emergencies as effectively as they are able to record the every day and ordinary events of the world.

It may interest you to hear something of the origin of Reuters. In 1851, Mr. Julius de Reuter, as he then was, founded the company whose organisation has extended throughout the British Empire and many other parts of the globe.

Few events of any importance can to-day occur without being recorded in a Reuter telegram with the disposal of which some of you are well acquainted. Mr. de Reuter was perhaps the most famous figure in the history of news agency development in the Victorian era and was certainly the first man to develop seriously a little understood side of journalism in those days. In Reuters you have an instance of an organisation which owed its birth to the genius of one man being adapted to work which undoubtedly would have to be performed by

some other similar organisation, whether based on newspaper co-operation or not.

India presents probably more complexities to the news agency than any other country. The history of its Press is comparatively recent, the character of the members of the press is extremely varied and the economic and political conditions of the country are by no means conducive to an easy life for those to whose lot it falls to purvey internal and external news.

You will understand me, I am sure, when I say that I consider the immediate need of the Press of this country at the present time is a rapid move in the direction of technical perfection. In India you are confronted with many problems which do not and cannot exist in other countries, particularly those of the West which are homogeneous in race, language and thought. These obstacles have necessarily to be overcome and the process will take some little time. These things make the work of the News Agency here rather more difficult than elsewhere.

The first point in this connection, which I should like to emphasise, is the marked absence of what I regard as a real "news sense" in India. By this I mean the absence

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of a real appreciation of the events of the day. I am aware that the daily happening in other parts of the world can only have a limited appeal to a people who are engrossed in the political and economic problems of their own country. Indian events and Indian affairs must inevitably hold the main interest for your readers. But I consider that even these latter are not as interestingly represented to the public of this country as they might be. Time and again I have seen good news relegated to the back pages of a newspaper in order to give prominence to what in my opinion was merely windy verbiage. For some reason or other an out-of-date interview with a second-rate politician always seems more interesting to an Indian sub-editor than a first class railway smash. To my mind, this is an inverted news sense, and I must say, is not confined entirely to the Indian press.

There is another important feature of News Agency work in India, which I desire to touch upon very briefly, and that is the tremendous area which has to be covered by any agency which sets up to serve the press of the country as a whole. The problem is complicated by the lack of experienced representation in many or indeed almost all of the more important centres

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in the muffasal. Outside the big cities of Calcutta, Bombay, Madras, Karachi, Lahore, Allahabad and the seats of the Government, Delhi and Simla, it is almost impossible to secure reliable representation.

As a closing word, may I suggest that the study of news, its collection and presentation is an extraordinarily fascinating one—quite as fascinating as the complication of weighty political leaders, and if I may say so, demands just as much energy and skill as the profession of the leader-writer. I hope in the near future more and more Indians will realise this and get away from the attitude of mind which suggests that a journalist must necessarily be first, last and all the time a writer of editorials and special articles.

NEWSPAPER ADVERTISING*

SPEAKING at the luncheon meeting of the Rotary Club of Calcutta at the Grand Hotel Mr. H. E. Watson, taking as his subject the question of "Newspaper Advertising," said that advertising is almost as old as the human race. One can imagine that the champion flint axe-maker would hang an axe-head outside his cave to signify that the best cuts of the mastodon slain during the hunting trips of his clients, could be exchanged for his celebrated pure-flint hand-cut axe-heads. When populations were scanty and most wants supplied within each small community, advertising was probably confined to the display of totems, of which the baber's pole was a survival. Then came the travelling salesman or pedlar. When tradesman wished to extend his business, or competition was felt, recourse was had to the crier. The written advertisement brought us to modern times.

Even in its most primitive form advertising had an influence on the life of the public by directing its desires and habits into channels which might other-wise not be thought of. As

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* Specially condensed for publication in this book.

civilisation increased and trade rivalry developed, advertising became more complicated until to-day it is not only a science, but a positive force and a guiding factor in the constantly changing public standards of life.

The daily paper, the speaker said, had proved of such value as an advertising medium that of all the money spent on advertising in the United States of America in 1914, newspapers and magazines absorbed more than half and newspapers alone more than 40 per cent. Advertising was probably more nearly a science in America than in any other country.

Mr. Watson quoted Sir C. Higham as having recently said that the cheapest way to advertise was through newspapers. To put a page advertisement into each home in the United Kingdom cost less than one-fifth of a penny. To place a post-card into each home cost a penny for the card, to say nothing of the cost of printing, and then they had to get a post-card against a page,

There were certain points, however, which the advertiser was entitled to know before entering into a contract for advertising. He should enquire into the reputation of the paper whether the subcribers were of the buying public and

whether they were likely to be interested in his particular wares. He should also ascertain whether the paper usually reached the home or was only superficially read for certain items of news. He should also insist on an actual auditor's certificate of net sales, not for one special day, but for a representative period of time.

The selection of the medium likely to produce the best results, however, was but one of the many questions that must be decided by an advertiser before any campaign could hope to be successful. The yearly appropriation that is to be spent should be fixed and this is closely bound up by the space taken by each advertisement and the frequency of their appearance. Then the actual drawing up of the text of the advertisement, and the decision as to whether it was to be illustrated were other matters that required careful thought. No general rule could be laid down as a guide on either of these points, as every advertising campaign differed in essentials and each had to be considered as a new proposition. Points could be gleaned from analagous advertising which was known to be successful, but pure copying in advertising would never pay. It reflected on the article

advertised, which was regarded by the public as merely a copy of the original article. The salesman who offered a pill as "just as good as Beecham's" was really giving in first class advertisement for Beecham's Pills.

It should be evident, the speaker said, that pioneer advertising should be done on a much larger and more intensive scale than advertising the same article after the public had recognised its worth and were freely buying. To introduce a new idea to the public was not an easy matter. On the other hand, the introduction of an article that was only an improvement on a well-known and much bought commodity was comparatively simple. As the desire had been definitely established, a sale could be quickly effected if attention was brought in a proper manner to manifest improvements. Undoubtedly a great many of the large national advertisers had made mistakes in their Indian campaigns through not giving enough thought to the differences between the Home and the Indian markets. Through ignorance of the Indian market two factors were overlooked. Advertising for the market ought often to be more educative as Western commodities were not so well known and so commonly used as in the West. Secondly, copy

that appeared attactive to the Western mind might have the exactly opposite effect on the Eastern mind.

With reference to size and frequency of advertisements, the speaker pointed out that very little could he said which could be of general application. It was evident that one inch daily as a reminder might sell many boxes of Beecham's Pills, but would have little success in selling traction engines. It was an established fact that a full page attracted more than twice the attention of a half page and this applied proportionately to all sizes of copy. It paid to have the advertisement as large as possible consistent with cost. But frequency had to depend upon the state of the market.

The value of repetition should not be lost sight of. Attention only fleetingly gained at first was frequently fully arrested by tactful repetition. Again repetition tended to endanger in the reader's mind the idea of success. It implied that the article advertised was holding its own in the world. Repetition, however, did not mean sameness. But in a continuous campaign some points in the advertisement should suggest previous activity. Financial considerations would have to be studied as carefully on this point as

in the size of the advertisement and a nice balance chosen.

A great problem was what to say and how to display it. This called for a happy co-operation of salesmanship with artistic display. The successful advertiser should also include an intimate knowledge of human nature among his other qualifications. The advertisement should produce certain effects on the sense of its readers in order to be successful. It must attract attention, cause interest and create a desire to possess. One often saw advertisements displayed merely for attracting attention, doing so in such a way as to prevent any real interest or desire. The only attention, however, that was of real value was that associated with some pleasurable sensation—the advertisement must attract by its humour, or its quick appeal to the business instinct.

Of late years many firms of advertising agents had sprung up in America and England. India had not got to this length. Although agents received a certain commission from the newspapers, this was well earned if the copy produced was good.

One often heard it said, especially in the present time of trade depression, that "I cannot

afford to advertise." But the real question was Mr. Watson said, "Can you afford not to advertise?" Consistent advertising produced a good-will for the business that was entirely thrown away if advertising ceased altogether. Many people averred that a time of bad trade was the time to increase advertising. Financial considerations, however, did not always permit this. The remark of the chairman of the company when Day and Martins went into liquidation was recent history. He stated that the business had declined owing to ceasing its advertising.

In conclusion the speaker asked: "Has it over occurred to you to enquire who pays for advertising? Let me recall," he continued, "the famous advertising campaign of Pear's Soap. Pear's produced a cake of soap for 6d. The campaign was started at enormous expense. Yet the price of the soap was brought down to 2½d. So the public did not pay. The shareholders made increased profits; so the company did not pay.

"Then who did pay? The persons who paid were the rival soap makers who did not advertise and lost business in consequence."

THE MAKING OF A NEWSPAPER

MR. Wickham Steed, the editor of the "Times," delivered the inaugural address of the new session to the Journalism students of the University of London at Kensington when he took as his subject "The making of a newspaper"

The making of a newspaper, said Mr. Steed, was bound up with what was known as "the power of the press." Journalists had few illusions about that power. They knew its weakness, sometimes they knew its strength, but few could tell beforehand exactly what the effect was going to be of anything they printed or wrote. The only thing they could be certain about was that if over a given period of time they thought honestly and wrote sincerely they could produce a certain effect upon public opinion.

A sound technical grasp of the processes by which a newspaper was made, and a clear understanding of the reasons for those processes, were well-nigh indispensable to the training of any journalist. It was the ambition of most young writers who aspired to become journalists

to reach a position in which they might be able to inculcate their views upon a multitude of readers and to influence public opinion. The ambition was natural and healthy, but it was rather like the ambition of the architect who should aspire to put the dome on to a cathedral before he had laid the foundations, built the walls and buttressed them strongly. Like architects, journalists must build from the foundation, and the best foundation was an education as broad, as deep, as varied as it might be possible to secure.

Good shorthand, good typewriting, mastery of foreign languages, without forgetting the mastery of English—which, by the way, was by far the most difficult language he had ever attempted to learn—training in the use of reference books, the power of compression, clearness of thought, a sense of logic—all these were good and useful. But, with all these, there might still be something lacking. That something, the thing that was really indispensable, was what they might call character, ability, to distinguish between what was fundamentally right and what wrong, a hatred of justice, a fund of human sympathy, a kind injustice and fearlessness in following the lead of an informed

conscience—these, were the truly indispensable qualifications for journalism.

Here Mr. Steed sounded a note of warning. The making of the newspapers was a trade, a craft, a profession, or whatever else they might like to call it, he said, but it was a branch of human activity that no one should enter unless he or she felt a vocation for it. The life of journalists was often a dog's life. When others slept they worked. Where others had definite hours and well-defined duties, there was no limit to the calls that a newspaper might make upon those who slaved in its service. Journalism was not a comfortable profession. It was full of dangers, drawbacks, and disappointments—but it gave also some of the highest satisfactions for which a human being could hope.

This, his hard-headed fellow-craftsmen might murmur, was sheer idealism, and idealism was suspect in the newspaper world because it tended to produce bad "copy." He agreed. Idealism in the Press and elsewhere was best when it kept its feet on the ground, when it was high-souled by stealth and blushed to find itself practical wisdom. For it was practical wisdom to have an ideal. Ideals were points of concentration for the magnetic forces of the mind, and it was

magnetism that drove the world. But ideals needed to be regulated. The first thing journalists had to remember was that a good newspaper must be what our American friends called a "commercial proposition". The making of newspapers was a business as well as an art. Unless newspapers could pay their way they could not be independent; and unless they were independent they became a danger to those who read them.

There was to-day no institution in this country—if they excepted the Throne—of which the independence was more vitally important than the independence of the Press. Governments disliked it, big financiers often hated it, snobs and sycophants loathed it, revolutionaries abhorred it, but when all was said, the independence of the Press was one of the few things that stood as a bulwark of public liberty and as a guarantee to the community against secret dealings to the public detriment. Neither the Church, nor Parliament, nor the public platform could vie with the press as a guardian of the public weal.

Decorations and titles were bestowed upon eminent scribes; pressure, direct and indirect, was put upon them to turn their views in one direction rather than another, their social ambi-

tions, or the social vanities of their wives, were carefully taken into consideration and cherished; they were wheedled, they were fed with tit-bits of exclusive information; they were sometimes maligned and denounced, all in order to induce them to be false to the public trust which they held. Journalists must never forget that if they made statements which had been biased by pressure, or for other reasons, they were false to their trust.

Lord Northcliffe, who was, he thought, the ablest all-round journalist he had ever met, said recently that compression was the essence of journalism, and he added that good compression was best done in the journalist's mind before he put pen to paper. The alternative was the operation known as "cutting," which was an art by itself, and a most fatiguing and exasperating art. The work of reducing a windly screed to a short and readable paragraph was as severe as any intellectual labour he knew. He sometimes wished he could take Lord Tom Noddy, His Majesty's Secretary of State for Hot Air, into a newspaper office when wordy "copy" came in. He advised the students to be terse, clear, and comprehensive, without falling into vagueness. The

problem of compression was the problem of every artist.

Dealing with training, Mr. Steed alluded to the distinction between "news" and "views". Some papers were newspapers. Others tended to be views-papers. A newspaper existed to sell news. The appetite for news was as old as humanity. A constant supply of good, reliable, readable news was essential to every live newspaper. Keen discrimination was constantly needed in deciding what news to print and what not to print. The conflict between the commercial instinct, that would fain sell any news the public was ready to buy, and what he would call the civic instinct, which would withhold news that was not good for the public, was unceasing, and would never end while newspapers lasted.

"When you are qualified to begin to learn the practical work of newspaper-making you may find that at every turn of the race you are helped by what you have learned in your studies. You may find also the joy of achievement. You may experience the thrill, which never stales even with the oldest journalist, of seeing your 'copy' in print and of feeling its effect upon the public. You may then understand the old

truth—labour ipse voluptas. You may find in the unceasing round of a journalist's existence, where nothing is ever finally done, where, every-day, yesterday's task has to be begun anew where life itself is the sphere of your activities."

JOURNALISTS' ENGLISH*

THE two main things you will have to remember as journalists are that what you say matters, and it matters how you say it. There are obvious advantages in the use of good English when writing either for the newspaper or for any other kind of periodical. In the first place you are doing your job better by using good English. Use the English word that is appropriate to the subject, and expresses clearly what it is meant to convey. If a man gets into the habit of writing loose, slovenly, slipshod English he will slowly go through a process of demoralization. We are all familiar with the politicians—men of all parties who become intellectually demoralised through the use of catch words. They cannot help it. It is not that they mean to acquire a certain set number of catch-phrases or images, but they get into the habit of using them and they find that the audience rises just as well to some words as to others, and so they continue to use those words. After ten or twenty years' use of words in this way men

* The above are extracts from a lecture at the London University by Mr. J. C. Squire, Editor of the "London Mercury,"

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become incapable of clear thinking or expression. The same thing occurs to journalists. They get words, whole sentences, paragraphs, even whole articles associated with some special subject, arising in their minds for use whenever they have to deal with that subject.

* * *

Whatever it is that you are going to do, think before you write, even if it be only the report of a flower show. Discover what you have in your mind and then say it. Keep the object always before you. Write straightforwardly. Don't bother with with words unless they come absolutely naturally. Don't think of the impression, just say what you want to say as simply and with as few words as you can. Don't use any rhetoric that doesn't come naturally. Stimulated passion is a very bad thing if you are trying to get into your words a fire that is not burning inside you.

* * *

When you can—use a concrete word rather than an abstract one. Probably at some time of the year every newspaper denounces some one and tells them to call "a spade, a spade, and not an agricultural implement", and yet they do it themselves every day.

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